

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1542

Washington, D. C.

June 25, 1955

Per Capita Consumption of Processed Oranges

Per capita consumption of frozen orange concentrate reached the record volume of about 3.5 pounds, product weight, in 1953-54—the equivalent of about 12.5 pounds of single-strength juice, according to a report by the Agricultural Marketing Service of USDA on *The Fruit Situation*.

Per capita consumption of canned single-strength orange juice reached a peak of about 5 pounds in 1947-48, and the consumption of all types of hot-pack juice reached a top of 7.7 pounds (single-strength basis) in the same year.

By 1953-54 the per capita consumption of frozen orange concentrate had overtaken that of hot-pack juice by a net gain of 9 pounds. Of this gain, the report states:

"This gain is probably much greater than any increase that might have

occurred in canned juice in the absence of the frozen. Hence, though frozen orange juice partly supplanted canned orange juice, it provided a new outlet that contributed to a net increase in consumption."

The sharp increase in per capita consumption of frozen orange juice also was accompanied by a reduction in consumption of fresh oranges. Per capita consumption of fresh oranges dropped from about 35 pounds in 1947-48 to 24 pounds in 1953-54. But this reduction, as well as that of canned juice, was offset by the increase in the frozen juice.

Since 1947-48 the yield of juice per box of Florida oranges increased considerably as more efficient extraction equipment was installed in plants, the report says. Conversely, a gallon of

(Please turn to page 243)

Vegetables for Processing

PEAS

The indicated production of green peas for processing in 1955 is 430,910 tons, according to a report issued late yesterday by the Crop Reporting Board of USDA.

This estimate, which is based on conditions as of June 15, compares with 398,400 tons produced in 1954 and an average of 438,250 tons produced during the 1944-53 period.

The preliminary estimate of acreage for harvest in 1955 is 434,700 acres. This compares with 424,520 acres harvested in 1954 and the 10-year average of 430,340 acres.

CORN

The 1955 acreage of sweet corn planted or to be planted for canning or freezing is reported at 418,850 acres. This preliminary estimate compares with 484,910 acres planted in 1954 and an average of 500,240 acres for the 1944-53 period.

If average abandonment of about 7 percent is assumed, there will be about 389,500 acres for harvest this year. This compares with the 453,910 acres harvested in 1954 and the 1944-53 average of 466,950 acres.

SNAP BEANS

A total of 141,610 acres of snap beans will be planted for processing in 1955, according to the Crop Reporting Board. This preliminary estimate compares with the 158,470 acres planted last year and an average of 131,260 acres for the 1944-53 period.

If abandonment of planted acreage amounts to 4 percent in line with recent years, about 136,000 acres will be harvested this year. This compares with 151,500 acres harvested in 1954 and the average of 125,410 for the 10-year period.

CUCUMBERS FOR PICKLES

The acreage planted to cucumbers for pickles this year is 136,680 acres, according to preliminary estimates by USDA. This is 9 percent less than the 149,480 acres planted for pickles last year and compares with an average of 140,100 for the 10-year period.

Maine Canners Hear Report on Nuclear Test of Canned Foods

N.C.A. President George B. Morrill, Jr., reported this week to members of the Maine Canners Association, at their annual summer meeting, on results of exposure of 25,000 canned food samples to the nuclear explosion in Nevada May 5.

Tests of the canned foods exposed in the May 5 explosion still are in progress and full details must await completion of reports now being prepared by food technologists, but Mr. Morrill was able to report on observations made six hours following the blast at locations up to about a third of a mile from the explosion.

Exposures of canned foods at closer distances still are being studied.

"It can be stated with considerable assurance," Mr. Morrill said, "that the canned foods tested would be suitable for emergency feeding. In residential structures, 4,700 feet from ground zero, canned foods in both tin and glass came through the test relatively better than the houses in which they were stored, and were found substantially free of radioactivity. When the containers were

physically intact, the food was found acceptable for use.

"The only failure of packages was due to gross dislodgment from cupboards or shelves or from flying missiles; no containers burst from blast pressures. Generally," he continued, "the foods stored in basements fared better than those in kitchen cabinets."

Mr. Morrill stated that the tests of canned foods were by far the most comprehensive, both in quantity and in the number and variety of exposure locations. A total of about 90 overall food products was tested, including staples, semiperishables, and perishables, but more than half were commercially canned foods.

Selected on the basis of the most frequent use and largest volume, the 25,000 test samples represented about 60 different canned food items in various sized tin and glass containers.

A press release highlighting the fact that canned foods are generally safe after exposure to an atomic blast, as reported by Mr. Morrill, was prepared and distributed by the N.C.A. Information Division to 36 Maine newspapers, 21 radio-TV stations, as well as to the national and state branches of the wire services, and the canning trade journals.

Import of Cannery to Farmers

A kit of materials stressing the importance of canners to farmers was provided to 155 radio-TV farm editors attending the annual convention of the National Association of Television and Radio Farm Directors, June 19-21, in Washington, D. C. Delegates represented 32 states.

The special press kit included a background statement, prepared by the Information Division, emphasizing benefits achieved from raw products research and copies of the booklet, *The Canning Industry*. Also, the Tri-State Packers' Association furnished copies of a fact sheet and a special article dealing with the agricultural phases of canning, which was prepared for state secretaries as part of the current N.C.A. Consumer and Trade Relations program. The visiting radio-TV farm editors were conducted on a tour of the Maryland Eastern Shore terminating in a picnic at Oxford, Md.

Foreign Purchasing Agencies

A bulletin entitled "Foreign Government Purchasing Agencies," listing addresses of missions of foreign governments having procurement and purchasing functions in this country, is available from the Bureau of Foreign Commerce, U. S. Department of Commerce.

The bulletin is published as No. 55-74 in Operations Reports, Part 2, of BFC's *World Trade Information Service*, and is available from Commerce Department field offices for 10 cents a copy.

Procedures for Extending FDA Pesticide Amendments

The Food and Drug Administration recently announced the procedures and conditions under which interested parties may seek an extension of the effective date of the new pesticides amendment to the Food, Drug, and Cosmetic Act in respect to residues of particular pesticides on particular agricultural commodities.

Requests for extension, if granted, will permit the continued use throughout the 1955 growing and harvesting season of pesticide chemicals for which no tolerances have been established or exemptions from the requirement of a tolerance granted prior to

July 22, the date on which the new pesticide chemical amendment would otherwise become effective.

Under the new law, a raw agricultural commodity in interstate commerce may not bear residues of a poisonous pesticide chemical after July 22, 1955, unless a tolerance has been established for residues of the pesticide chemical and the residues are within that tolerance level or unless the particular pesticide chemical has been exempted from the requirement of a tolerance. For some pesticide chemicals currently being employed in agriculture, tolerances or exemptions have not yet been established.

In order that pesticide users and manufacturers may know the status of the particular pesticide in use, the FDA will consider requests for an extension until October 31, of the effective date of the prohibition for the particular pesticides and uses. The deadline for requests and supporting data is June 27, in order that the decisions of the FDA on these requests may be announced before the July 22 deadline.

The conditions under which requests will be granted and the data and information required for consideration of the requests are set out in full in the policy announcement. The text of the FDA statement was published in the *Federal Register* of June 10.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of May has been reported by the Agricultural Marketing Service, USDA, at 185,017 thousand pounds, including quantities for defense.

Canned Meat and Meat Products Processed under Federal Inspection May, 1955

| | 3 Lbs. & over | Under 3 Lbs. | Total |
|--|-----------------------|--------------|---------|
| | (thousands of pounds) | | |
| Luncheon meat..... | 13,105 | 9,948 | 23,053 |
| Canned hams..... | 14,287 | 475 | 14,762 |
| Beef hash..... | 288 | 4,978 | 5,266 |
| Chili con carne..... | 265 | 6,823 | 7,088 |
| Vienna sausage..... | 45 | 3,088 | 3,133 |
| Frankfurters and wieners in brine..... | 85 | 205 | 291 |
| Deviled ham..... | 38 | 760 | 798 |
| Other potted and deviled meat products..... | 19 | 2,714 | 2,733 |
| Tamales..... | 42 | 1,931 | 1,972 |
| Sliced, dried beef..... | 27 | 397 | 423 |
| Chopped beef..... | 14 | 1,957 | 1,971 |
| Meat stew..... | 69 | 6,929 | 7,098 |
| Spaghetti meat products..... | 128 | 7,392 | 7,520 |
| Tongue (not pickled)..... | 129 | 217 | 346 |
| Vinegar pickled products..... | 673 | 1,753 | 2,426 |
| Sausage..... | | 690 | 690 |
| Hamburger..... | 249 | 2,022 | 2,271 |
| Soups..... | 2,164 | 58,667 | 60,771 |
| Sausage in oil..... | 409 | 201 | 610 |
| Tripe..... | | 444 | 444 |
| Brains..... | 119 | 181 | 300 |
| Loins and picnics..... | 2,305 | 188 | 2,493 |
| All other products 20% or more meat..... | 270 | 8,106 | 8,376 |
| All other products less than 20% meat (except soup)..... | 819 | 21,301 | 22,120 |
| Total..... | 35,550 | 143,306 | 178,856 |

Production and Utilization of Sour Cherries

Production of sour cherries in the major 11 producing states this year is expected to total 134,300 tons, about 25 percent above last year and 15 percent above average, according to a June 21 estimate by the Crop Reporting Board of USDA.

The crop of sour cherries in the five Great Lakes states is estimated as of June 15 at 121,700 tons. Last year the crop in these states totaled 95,780 tons and the 10-year average is 105,437 tons. Prospects are better than last

year in each of these states and better than average in all except Ohio. The Western crop was forecast on June 1 at 12,600 tons—6 percent above last year and 8 percent above average.

Less of the 1954 crop was canned than in 1953; the tonnage sold as canned cherries amounted to 61,330 tons in 1953 and 52,360 tons in 1954. The tonnage of cherries sold in frozen form dropped from 59,035 tons in 1953 to 43,255 tons in 1954.

| State | Production | | | Utilization | | |
|---------------------------------|------------|----------------|------------------|------------------|-------------|----------------------------|
| | 1954 | 1955 Indicated | Change from 1954 | 1954 Total sold* | 1954 Canned | Canned as percent of sales |
| | (tons) | (tons) | (percent) | (tons) | (tons) | 1953 1954 |
| New York..... | 24,700 | 28,000 | +13 | 24,290 | 4,710 | 10 19 |
| Pennsylvania..... | 9,500 | 11,000 | +16 | 9,390 | 7,150 | 60 76 |
| Ohio..... | 1,280 | 1,400 | +9 | | | |
| Michigan..... | 49,000 | 65,000 | +33 | 48,080 | 29,070 | 58 62 |
| Wisconsin..... | 11,300 | 16,300 | +44 | 10,875 | 5,445 | 47 80 |
| Other states ^b | 11,910 | 12,600 | +6 | 10,400 | 5,085 | 45 49 |
| Total, 11 states..... | 107,690 | 134,300 | +25 | 103,005 | 52,360 | 48 51 |

* Includes fruit sold for fresh market, freezing, canning and other uses. ^b Mont., Idaho, Colo., Utah, Wash., and Ore. * Estimate as of June 1—not June 15.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

| | 1954 | 1955 |
|-----------------------------|-----------------------|---------|
| | (thousands of dozens) | |
| Canner stocks, Jan. 1..... | 65,305 | 74,083 |
| Pack, Jan.-May..... | 54,846 | 53,680 |
| Supply..... | 120,151 | 127,772 |
| Canner stocks, June 1..... | 56,125 | 63,169 |
| Canner shipments during May | 12,856 | 13,319 |
| Canner shipments, Jan.-May. | 64,026 | 64,608 |

1954-55 Packs of Apples and Applesauce

Reports on the 1954-55 packs of canned apples and applesauce have been reported by the N.C.A. Division of Statistics.

1954-55 PACK OF CANNED APPLES

| State | 1953-54 | 1954-55 |
|-------------------------|-----------|-----------|
| | (6/10) | |
| New York..... | 1,021,268 | 1,312,818 |
| Md., Pa., and Va..... | 1,386,294 | 2,638,771 |
| Wash., Ore., and Idaho. | 376,104 | 456,493 |
| California..... | 67,972 | 227,069 |
| Other states..... | 90,185 | 74,241 |

U. S. Total..... 2,941,823 4,709,392

Other states include Colo., Me., Mich., Ohio, and Wis.

1954-55 PACK OF APPLESAUCE

| State | 1953-54 | 1954-55 |
|-------------------------|----------------|-----------|
| | (actual cases) | |
| New York..... | 3,467,478 | 5,017,083 |
| Md., Pa., and Va..... | 5,392,851 | 7,365,523 |
| Wash., Ore., and Idaho. | 118,431 | 82,528 |
| California..... | 1,667,183 | 2,140,839 |
| Other states..... | 529,032 | 688,251 |

U. S. Total..... 11,204,975 15,294,224

Other states include Ill., Me., Mich., N. C., Tenn., Utah, and Wis.

Consumption of Apple Products

Per capita consumption of processed apples increased from 2½ to 6 pounds over the past 20 years, according to a report by the Agricultural Marketing Service of USDA on *The Fruit Situation*.

The increase consisted of canned apples and applesauce, frozen apples, and canned juice. There was no marked trend in consumption of dried apples.

During the same 20-year period, 1935 through 1954, consumption of fresh apples dropped from about 32½ to 19 pounds per person.

Consumption of fresh and processed apples, fresh-weight basis, declined from about 35 pounds in 1935 to 25 pounds in 1954.

Stocks of Canned Foods on June 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, sweet cherries, apricots, peaches, pears, peas, and corn, have been issued by the N.C.A. Division of

Statistics, and detailed reports covering the June 1 stock and shipment situation have been mailed to all canners packing these items.

| | Carry-over month | Case basis | Total Supply | | Canners' Stocks June 1 | | Season Shipments to June 1, | |
|---------------------|------------------|------------|----------------------|--------|------------------------|--------|-----------------------------|--------|
| | | | 1953 | 1954 | 1954 | 1955 | 1954 | 1955 |
| | | | (thousands of cases) | | | | | |
| Apples..... | Aug. | 6/10 | 3,120 | 4,857 | 376 | 1,593 | 2,745 | 3,264 |
| Applesauce..... | Aug. | actual | 11,384 | 15,835 | 1,668 | 4,480 | 9,716 | 11,346 |
| RSP cherries..... | July | actual | 3,962 | 3,253 | 283 | 205 | 3,679 | 3,048 |
| Sweet cherries..... | June | 24/2½ | 1,322 | 1,171 | 218 | *270 | 1,104 | 901 |
| Apricots..... | June | 24/2½ | 5,425 | 3,829 | 1,033 | *225 | 4,392 | 3,604 |
| Peaches..... | June | 24/2½ | 24,252 | 21,880 | 3,399 | *1,046 | 20,853 | 20,834 |
| Pears..... | June | 24/2½ | 7,331 | 8,655 | 880 | *1,587 | 6,451 | 7,068 |
| Peas..... | June | actual | 34,786 | 31,488 | 4,243 | *1,873 | 30,543 | 29,615 |
| Corn..... | Aug. | actual | 38,562 | 41,906 | 8,628 | 9,803 | 29,934 | 32,103 |

* Carryover from 1954 pack into 1955-56 season.

Processed Oranges

(Concluded from page 243)

juice required fewer oranges than in earlier years.

The following table shows per capita consumption of canned hot-pack orange juice and frozen orange juice on a single-strength basis for the years 1945 through 1953:

| Year ^a | Hot-pack | | | |
|-------------------|-----------------|-------------|----------|-------|
| | Single-strength | Concentrate | In blend | Total |
| (pounds) | | | | |
| 1945..... | 4.10 | 0.71 | 1.16 | 5.97 |
| 1946..... | 4.06 | 0.67 | 1.08 | 6.11 |
| 1947..... | 4.96 | 1.60 | 1.13 | 7.69 |
| 1948..... | 3.83 | 1.81 | 0.92 | 6.26 |
| 1949..... | 3.32 | 1.70 | 0.50 | 5.52 |
| 1950..... | 3.78 | 1.49 | 0.64 | 5.89 |
| 1951..... | 3.53 | 1.31 | 0.47 | 5.31 |
| 1952..... | 3.09 | 1.25 | 0.43 | 4.77 |
| 1953..... | 3.03 | 0.98 | 0.45 | 4.46 |

| Year ^b | Frozen | | | |
|-------------------|-----------------|-------------|----------|-------|
| | Single-strength | Concentrate | In blend | Total |
| (pounds) | | | | |
| 1945..... | 0.04 | 0.07 | | 0.11 |
| 1946..... | 0.04 | 0.04 | | 0.08 |
| 1947..... | 0.02 | 0.18 | | 0.20 |
| 1948..... | 0.04 | 3.00 | | 3.04 |
| 1949..... | 0.02 | 4.60 | 0.07 | 4.71 |
| 1950..... | 0.01 | 6.50 | 0.09 | 6.65 |
| 1951..... | 0.01 | 10.61 | 0.06 | 10.68 |
| 1952..... | 0.01 | 11.63 | 0.06 | 11.70 |
| 1953..... | | 12.48 | 0.07 | 12.55 |

^a Year beginning Nov. 1. ^b Calendar year.

1954-55 PACKS

Output of canned single-strength citrus juices in Florida by June 4 of the 1954-55 season totaled 32 million cases (24/2's), 17 percent less than a year earlier. Packs of individual items and the percentage decrease from 1953-54 are orange, 16.4 million cases, down 6 percent; grape-

fruit, 10.5 million cases, down 27 percent; blend, 4.8 million cases, down 23 percent; and tangerine, 0.4 million cases, down 46 percent. In addition, about 1.5 million gallons of canned concentrated orange juice had been made by June 4, compared with 1.3 million gallons a year earlier.

Output of frozen orange concentrate in Florida through June 4 was over 61 million gallons, 4 percent under production to the same date last season. But with more of the crop remaining than at this time in 1954, total output may yet be much the same as a year ago, according to the report.

Output of frozen concentrated blended juice was about 539,000 gallons, down 39 percent; and that of frozen concentrated tangerine juice was approximately 872,000 gallons, nearly double that of 1953-54.

Canned Foods for VA

The Veterans Administration has invited sealed bids to furnish the following:

APRICOTS—6,750 dozen No. 10 cans, halved, unpeeled, Choice (Grade B), packed in heavy syrup; complying with Federal Specification Z-A-631a and Amendment 2, Style 1(a); or equivalent in No. 2½ or No. 2 cans; f.o.b. origin or destination. Bids due under S-3 by July 19.

APRICOTS (DIETETIC PACK)—3,250 dozen No. 303 cans, halved, unpeeled, Choice (Grade B), packed in water; complying with Federal Specification Z-A-631a and Amendment 2, Style 1(a), minimum drained weight 10½ oz.; or equivalent in No. 2½ or No. 2 cans; f.o.b. origin or destination. Bids due under S-3 by July 19.

GREEN BEANS—18,250 dozen No. 10 cans; complying with Federal Specification JJJ-B-151c, green variety, Type I, Style V, Sizes 2, 3, 4, 5 or 6, or Type II, Style V, Sizes 3, 4 or 5; Extra Standard (Grade B); or equivalent in No. 2½ or No. 2 cans; f.o.b. origin or destination. Bids due under S-3 by July 20.

Status of Legislation

Wage-hour legislation—S. 2168, increasing the statutory minimum wage to \$1 an hour, was passed by Senate June 8. House Labor Committee continued public hearings on proposals to increase the minimum wage.

Price supports—H. R. 12, restoring price supports on basic crops at 90 percent of parity, was passed by House May 5. Senate Agriculture Committee continued public hearings on price support legislation.

Apple prices—H. R. 5188, to prohibit publication by the USDA of any prediction with respect to apple prices, was passed by House June 7 and by Senate June 17 and cleared for the President.

Mexican farm labor program—H. R. 3822, to authorize continued importation of Mexican nationals for employment in agriculture, was reported, with amendments, by the House Agriculture Committee May 24. Bill is awaiting House consideration under a rule granted by the Rules Committee.

Sugar—Revision of the Sugar Act is the subject of public hearings begun by the House Agriculture Committee June 22. No action scheduled by Senate Finance Committee.

Trip-leasing—S. 898, to prohibit ICC regulation of the duration of motor carrier leases, was the subject of public hearings by the Senate Commerce Subcommittee on Surface Transportation June 20-23.

Renegotiation—H. R. 4904, providing a two-year extension of the Renegotiation Act of 1951, was passed by House April 28 and by Senate June 21, with amendments.

Small Business Act—S. 2127, providing a two-year extension of the Small Business Administration, and increasing the maximum permissible loan from \$150,000 to \$250,000, was passed by Senate June 6. Hearings have been under way by House Banking Committee, at various times since April.

FDA codification—H. R. 6991, to revise, codify, and enact into law Title 21 of the U. S. Code, entitled "Food, Drugs, and Cosmetics," was reported by the House Judiciary Committee June 23.

Trade Agreements Act—H. R. 1 was signed by the President June 21 and is P. L. 86.

Philippine Trade Act—H. R. 6059 was approved by House Ways and

Means Committee, with an amendment, June 20.

Customs simplification—H. R. 6040 was passed by the House, with an amendment, June 22.

Hells Canyon Dam—S. 1333, to authorize construction, maintenance and operation of Hells Canyon Dam, was approved by Senate Interior Subcommittee June 8 and is scheduled for further consideration by the full Committee next week.

Antitrust suits—H. R. 4954, providing a uniform statute of limitations for antitrust cases, was passed by House April 26 and reported by Senate Judiciary Committee June 20.

Antitrust penalties—H. R. 3659, to increase maximum penalties under the Sherman Act, was passed by House March 29 and reported by Senate Judiciary Committee June 20.

Water pollution—S. 890, extending and amending the Water Pollution Control Act, was passed by Senate June 17.

Longevity of Canned Foods

In response to the public interest aroused by the Navy's recent testimony concerning a 60-year supply of canned hamburger, John K. Chapel, news commentator, over station KLX, Oakland, Calif., made the following statement on his June 2 program:

"Speaking of canned goods, the 60-

year supply of canned hamburgers the navy is reported to have—

"The National Cannery Association said, 'Why worry? There are canned foods left over from the Boer War, 1900. There is nothing wrong with them. There is canned dried beef from the Crimean War, 1855. People have eaten canned food 87 years old and didn't get a tummy ache.'

"They tell me that as long as the container remains intact, there is nothing to worry about."

Family Weekly Magazine

The June 5 issue of *Family Weekly* Magazine carried an article entitled "Cooling Dishes for Hot Weather," in which a number of canned foods were featured.

In the article a seafood recipe, using canned crab meat, shrimp and lobster, was shown in a black and white photograph. The rest of the article was made up of "Serve It Buffet" suggestions that included the following canned foods: ripe olives, spiced peaches, tomato juice, and sardines.

The food section of *Family Weekly* Magazine, the Sunday pictorial section of many newspapers throughout the country, is edited by Melanie De Proft, director of the Culinary Arts Institute.

TABLE OF CONTENTS

| | PAGE | | PAGE |
|---------------------------------|------|-------------------------------------|------|
| Congress | | Publicity | |
| Status of legislation..... | 246 | Import of canners to farmers .. | 244 |
| Food Regulation | | Longevity of canned foods | 246 |
| Procedures for extending FDA | | <i>Family Weekly</i> magazine | 246 |
| pesticide amendments | 244 | Statistics | |
| Foreign Trade | | Vegetables for processing | 243 |
| Foreign purchasing agencies.... | 244 | Per capita consumption of pro- | |
| Meeting | | cessed oranges | 243 |
| Maine canners hear report on | | Production and utilization of sour | |
| nuclear test of canned foods... | 243 | cherries | 244 |
| Procurement | | Pack of canned meat | 244 |
| Canned foods for VA | 245 | Canned baby food stocks | 245 |
| | | 1954-55 packs of apples and | |
| | | applesauce | 245 |
| | | Consumption of apple products .. | 245 |
| | | Stocks of canned foods on June 1 | |
| | | and season shipments | 245 |